2045867856

PM USA MANAGEMENT: BUSINESS SUMMARY

	SHIPMENT VOLUME (BILS.)			SHIPMENT SHARE (%)			INCOME FROM OPER. ($MILS.)	
	1994	1995f	1995e	1994	1995f	1995e	1994	1995 OB
Q 1	49.7	50.6	50.6	43.1	45.3	45.3	768.8	873.8
Q 2	[illegible]	57.0	57.0	45.6	[illegible]	[illegible]	[illegible]	971.0
Q 3	57.1	56.4	56.4	44.9	45.9	45.9	863.7	976.9
Q 4	[illegible]	55.5	55.5	45.5	45.5	45.5	[illegible]	917.8
Full Year	219.4	219.5	219.5	44.8	45.6	45.6	3,301.8	3,740.0

WEEK#3: 1/20/95

	GOING RATE		SHIPMENT RATES			SHIPMENT SHARES			1/14/95 RETAIL PRICING			
	4Q 1994	Q1 1995	WEEK	QTD	RTG	WEEK	13WM	QTD		WEEK	4WM	4 WAGO
MARL	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	MARL	[illegible]	$1.88	[illegible]
OPB	664	702	619	629	673	6.1	7.0	[illegible]	LOWEST	[illegible]	$1.33	0.00
PM DISC	[illegible]	[illegible]	[illegible]	[illegible]	4792	[illegible]	[illegible]	[illegible]	$ GAP	$0.56	$0.55	[illegible]
PM-USA TOT	4,864	4,902	5,337	5,354	4,933	44.4	47.6	[illegible]	% GAP	42.4%	41.5%	(0.3%)
INDUSTRY	9,080	8,912	7,564	7,298	8,991	[illegible]	[illegible]	[illegible]	[illegible]	15%	15%	0%

*Q1 1995 adj 800 mil MOS units

TOTAL INVENTORY: 1/20/95 (BILS.)

	Y/E '94	CURRENT	CHG
PM-USA TOT	7.6	5.6	-2.0
INDUSTRY			

1/20/95 MCLANE SUMMARY (MILS)

	WEEK	QTD	YTD
INBOUND	332.7	1,254.5	1,254.5
OUTBOUND	570.8	1,680.1	1,680.1
NET	-238.1	-425.6	-425.6

FINISHED GOODS INV: MM/DD/YY

	VOL(BILS)	WEEKS	MIX%
MARL			
OPB			
DISC			

YOUNG ADULT SMOKER AND VOLUMETRIC SHARES: LATEST 13 MONTHS

	1/94	2/94	3/94	4/94	5/94	6/94	7/94	8/94	9/94	10/94	11/94	12/94	1/95
MARLBORO (v)	[illegible]	[illegible]	[illegible]	56.2	[illegible]	[illegible]	[illegible]	[illegible]	57.5	59.0	59.7	[illegible]	[illegible]
MARLBORO (s)	59.0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	63.5	61.0	[illegible]	57.2	63.4		
DISCOUNT (v)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
DISCOUNT (s)	9.0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7.8	8.1	[illegible]	[illegible]	[illegible]		
NEWPORT (v)	10.4	[illegible]	[illegible]	10.1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
NEWPORT (s)	12.1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		
CAMEL (v)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
CAMEL (s)	[illegible]	[illegible]	8.2	[illegible]	[illegible]	[illegible]	[illegible]	6.3	[illegible]	[illegible]	[illegible]		

Source: PM Tracking

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